WHAT IS CLAIMED IS:

1   1.   An apparatus for creating a multi dimensional report from
2 information in at least one database, said apparatus comprising:
3   a memory,
4   a bus,
5   a processor, coupled to said memory by said bus, said processor
6 operatively disposed to:
7   receiving a definition of at least one customer profile of a plurality of
8 customer profile groups;
9   receiving from a user input indicating a report configuration selection;
10   creating at least one first dimension table based upon said report
11 configuration selection and said information;
12   creating at least one fact table based upon said report configuration
13 selection and said information; and
14   providing a report comprised of said at least one first dimension table and
15 said at least one fact table.

1   2.   The apparatus of claim 1 wherein said report is an customer profile
2 report, said information further comprising business performance measures, said creating
3 at least one first dimension table further comprising:
4   creating a customer profile hierarchy; and said creating at least one fact
5 table further comprising:
6   aggregating said business performance measures according to said
7 customer profile hierarchy.

1   3.   The apparatus of claim 1 wherein said report is an operation report,
2 said information further comprising business performance measures, said creating at least
3 one fact table further comprising:
4   aggregating said business performance measures; and
5   filtering said customer profiles.

1   4.   The apparatus of claim 1 wherein said report is a customer
2 behavior report, said information further comprising customer records, said creating at
3 least one first dimension table further comprising:

4   creating a customer profiles; and said creating at least one fact table further

5   comprising:

6   aggregating customer records based on said customer profiles.

7

1   5.   The apparatus of claim 1, wherein said processor is further

2   operatively disposed to:

3   creating a list of customers for each customer profile in said plurality of

4   customer profile groups; and

5   creating customer classification components in a meta model for each

6   customer profile group.

1   6.   The apparatus of claim 1 wherein said information comprises

2   telecommunications information.

1   7.   The apparatus of claim 1 wherein said information comprises

2   financial information.

1   8.   The apparatus of claim 1 wherein said information comprises retail

2   marketing information.

1   9.   The apparatus of claim 1 wherein said information comprises

2   insurance information.

1   10.   The apparatus of claim 1 wherein said information comprises

2   health care information.

1   11.   An apparatus for creating a multi dimensional report from

2   information in at least one database, said apparatus comprising:

3   a memory,

4   a bus,

5   a processor, coupled to said memory by said bus, said processor

6   operatively disposed to:

7   receiving a definition of at least one customer profile of a plurality of

8   customer profile groups;

9   creating a list of customers for each customer profile in said plurality of

10   customer profile groups;

11	creating customer classification components in a meta model for each
12	customer profile group;
13	receiving from a user input indicating a report configuration selection;
14	extracting information from said at least one database;
15	creating at least one first dimension table based upon said report
16	configuration selection;
17	creating at least one fact table based upon said report configuration
18	selection and said information; and
19	providing a report comprised of said at least one first dimension table and
20	said at least one fact table.

1   12. The apparatus of claim 11 wherein said report is an customer

2   profile report, said information further comprising business performance measures, said

3   creating at least one first dimension table further comprising:

4   creating a customer profile hierarchy; and said creating at least one fact

5   table further comprising:

6   aggregating said business performance measures according to said

7   customer profile hierarchy.

1   13. The apparatus of claim 11 wherein said report is an operation

2   report, said information further comprising business performance measures, said creating

3   at least one fact table further comprising:

4   aggregating said business performance measures; and

5   filtering said customer profiles.

1   14. The apparatus of claim 11 wherein said report is a customer

2   behavior report, said information further comprising customer records, said creating at

3   least one first dimension table further comprising:

4   creating a customer profiles; and said creating at least one fact table further

5   comprising:

6   aggregating customer records based on said customer profiles.

1   15. The apparatus of claim 11 wherein said information comprises

2   telecommunications information.

1　　　　　16.　　The apparatus of claim 11 wherein said information comprises

2　financial information.

1　　　　　17.　　The apparatus of claim 11 wherein said information comprises

2　retail marketing information.

1　　　　　18.　　The apparatus of claim 11 wherein said information comprises

2　insurance information.

1　　　　　19.　　The apparatus of claim 11 wherein said information comprises

2　health care information.

1　　　　　20.　　An apparatus of transferring information from a first database, said

2　first database organized according to a first data model, to a second database, said second

3　database organized according to a second data model to serve as the basis of analysis of

4　the data, said apparatus comprising:

5　　　　　a memory,

6　　　　　a bus,

7　　　　　a processor, coupled to said memory by said bus, said processor

8　operatively disposed to:

9　　　　　receiving as input a first data model definition;

10　　　　　receiving as input a second data model definition;

11　　　　　creating a mapping, said mapping providing a translation for data from

12　said first data model to said second data model; and

13　　　　　migrating said data from said first database to said second database

14　according to said mapping.

1　　　　　21.　　The apparatus of claim 20 wherein said first data model comprises

2　a star schema.

1　　　　　22.　　The apparatus of claim 20 wherein said second data model

2　comprises an identity centric data organization.

1　　　　　23.　　The apparatus of claim 22 wherein said identity is a customer

2　identity.

1   24.   The apparatus of claim 20 wherein said information comprises

2 telecommunications information.

1   25.   The apparatus of claim 20 wherein said information comprises

2 financial information.

1   26.   The apparatus of claim 20 wherein said information comprises

2 retail marketing information.

1   27.   The apparatus of claim 20 wherein said information comprises

2 insurance information.

1   28.   The apparatus of claim 20 wherein said information comprises

2 health care information.

1   .29.   The apparatus of claim 20 wherein said second data model

2 comprises a reverse star schema.

1   30.   An apparatus of analyzing information from a database, said

2 database organized according to a first data model, said apparatus comprising:

3   a memory,

4   a bus,

5   a processor, coupled to said memory by said bus, said processor

6 operatively disposed to:

7   receiving as input a definition of a second data model;

8   creating a mapping from said first data model to said second data model;

9   analyzing said data based upon said second data model and said mapping.

1   31.   The apparatus of claim 30 wherein said first data model comprises

2 an identity centric data organization.

1   32.   The apparatus of claim 31 wherein said identity is a customer

2 identity.

1   33.   The apparatus of claim 30 wherein said information comprises

2 telecommunications information.

1   34.   The apparatus of claim 30 wherein said information comprises
2 financial information.

1   35.   The apparatus of claim 30 wherein said information comprises
2 retail marketing information.

1   36.   The apparatus of claim 30 wherein said information comprises
2 insurance information.

1   37.   The apparatus of claim 30 wherein said information comprises
2 health care information.